

IN THE CLAIMS

Please amend and add the Claims as follows:

19 (AMENDED) A method for subsidizing operation of a mass transit system, the method comprising:

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- accumulating a passenger profile including identification information while the passenger is traveling on the mass transit system;
 - expanding the accumulated passenger profile based on the identification information to thereby generate an expanded passenger profile;
 - extracting saleable data information from the expanded passenger profile, wherein the information comprises at least one of a typical number of users entering or exiting the mass transit system, a geographic area associated with the entering or exiting, and a time of day associated with the entering or exiting; and
 - selling the saleable data information.

20 (same) The method of claim 19, wherein the selling comprises selling to a commercial enterprise.

21 (same) The method of claim 19, comprising:

- providing an incentive for the passenger who approves accumulation of its passenger profile.

22 (AMENDED) The method of claim 21~~19~~, wherein the incentive comprises at least one of a discount on a good, a discount on a service and a discount on the mass transit system.

23 (AMENDED) A method for optimizing operation of a mass transit system, the method comprising:

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cont
- monitoring passenger transportation passes interacting with the mass transit system;
 - accumulating passenger profiles including identification information while the passengers are traveling on the mass transit system;
 - building a database using the passenger profiles;
 - extracting information from the database, wherein the information comprises at least one of a typical number of users entering or exiting the mass transit system, a geographic area associated with the entering or exiting, and a time of day associated with the entering or exiting; and
 - maximizing convenience for passengers using the extracted information.

24 (AMENDED) The method of claim 22, comprising

- ~~extracting saleable data from the database; and~~
- selling the extracted information saleable data to a commercial enterprise that can be reached by the mass transit system.

25 (same) The method of claim 22, comprising:

- providing an incentive for the passenger who approves accumulation of its passenger profile.

26 (same) The method of claim 25, wherein the incentive comprises at least one of a discount on a good, a discount on a service and a discount on the mass transit system.

27 (ADDED) The method of claim 19, comprising:

- deriving a passenger flow from the extracted information,

wherein maximizing convenience for passengers comprises mapping the flow onto a supporting infrastructure.

28 (ADDED) The method of claim 19, wherein expanding includes looking up and using a second profile corresponding with an identification code.

29 (ADDED) The method of claim 20, wherein the commercial enterprise includes at least one of an advertiser, a retail store, a restaurant and a movie theater.

30 (ADDED) The method of claim 24, wherein the commercial enterprise includes at least one of an advertiser, a retail store, a restaurant and a movie theater.